



LIFE2LAUNCH

Timeline

March - July 2024

Services

- Mascot Design
- Content Organizer

Client / Brief

Life2Launch is an initiative created by Gen Z for Gen Z to help youth launch into life by providing holistic life skill building.

I worked alongside the team to lay out the journal and craft a mascot for the book. Life2Launch already had branding when I joined the team, so there were some guidelines for the creation of this mascot.

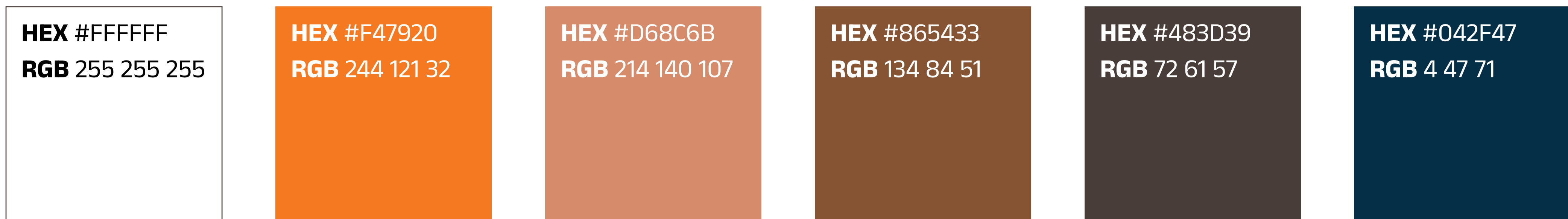
Process

As the Life2Launch Work Journal began taking shape, we decided to create a mascot to tie this book and others in this series together. Because the journals frequently use trees as metaphors for personal growth, an acorn mascot would tie back well to this theme. The design went through numerous iterations, testing body details, expression styles, and color combinations.

Process - Challenges

One of the biggest challenges was finding the best color palette for the mascot. It needed to link back to Life2Launch while still resembling an acorn. We tried some versions where the icon was on the “brim” of the character’s “hat”, but the background was too complex and the colors too clashing.

The final version weaves Life2Launch’s orange brand color throughout its design and wears a friendly, welcoming expression. Designing this mascot was a lot of fun and working in close communication with the client helped streamline the iterative process.

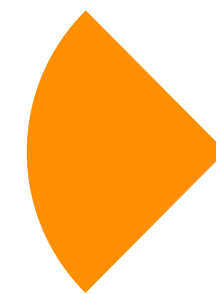




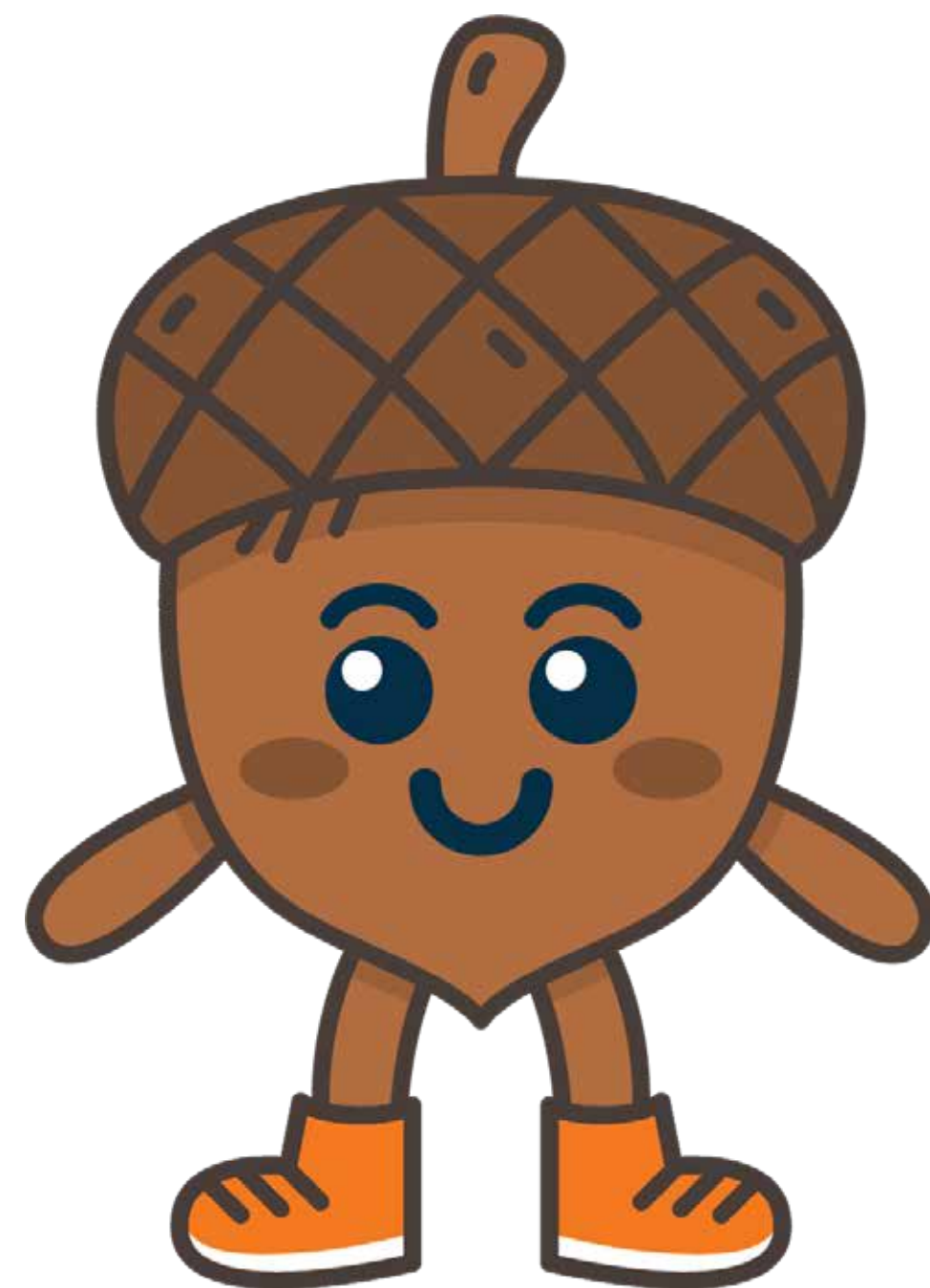
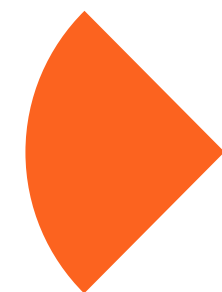
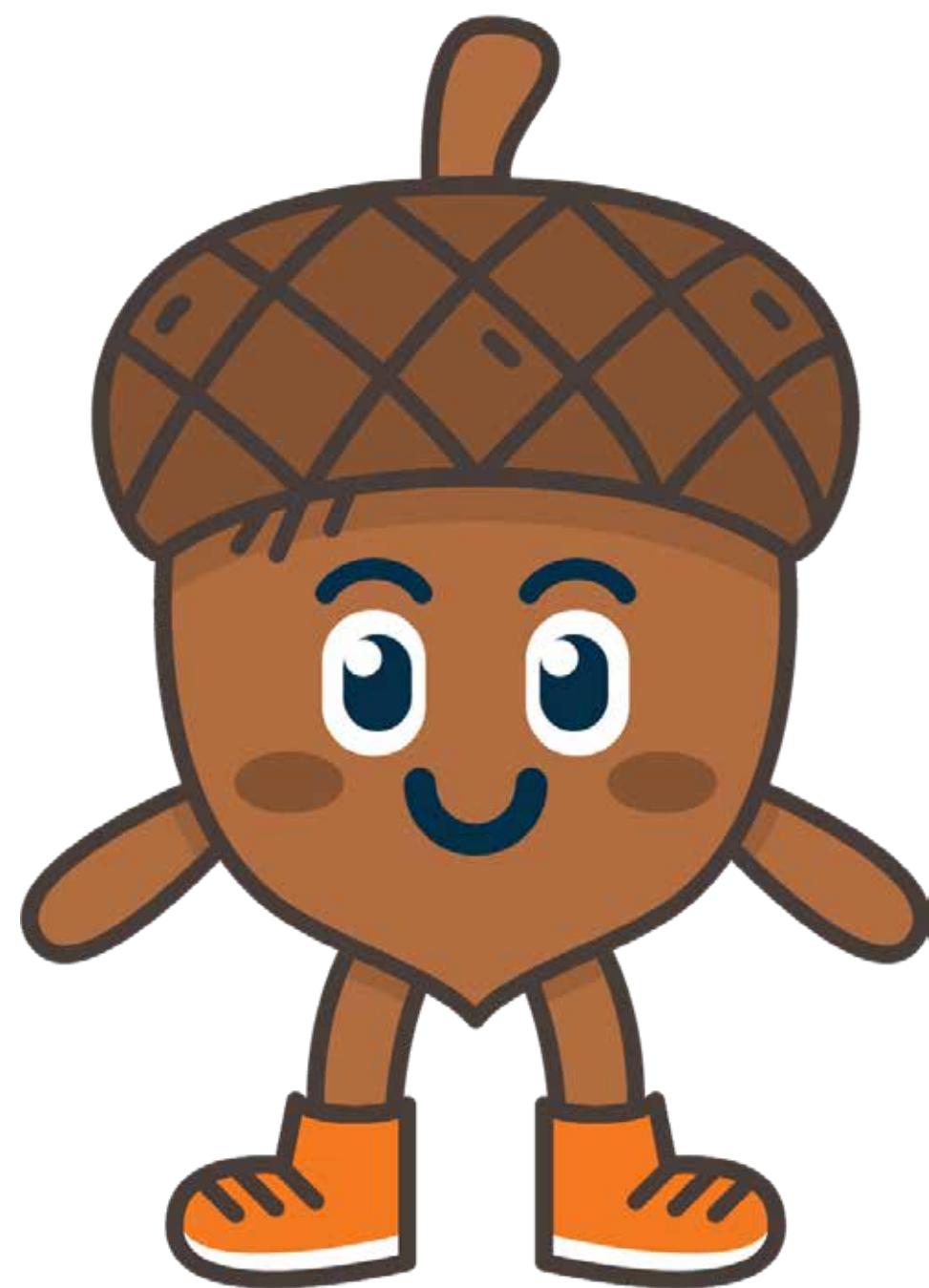
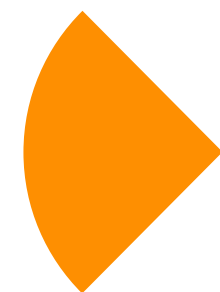
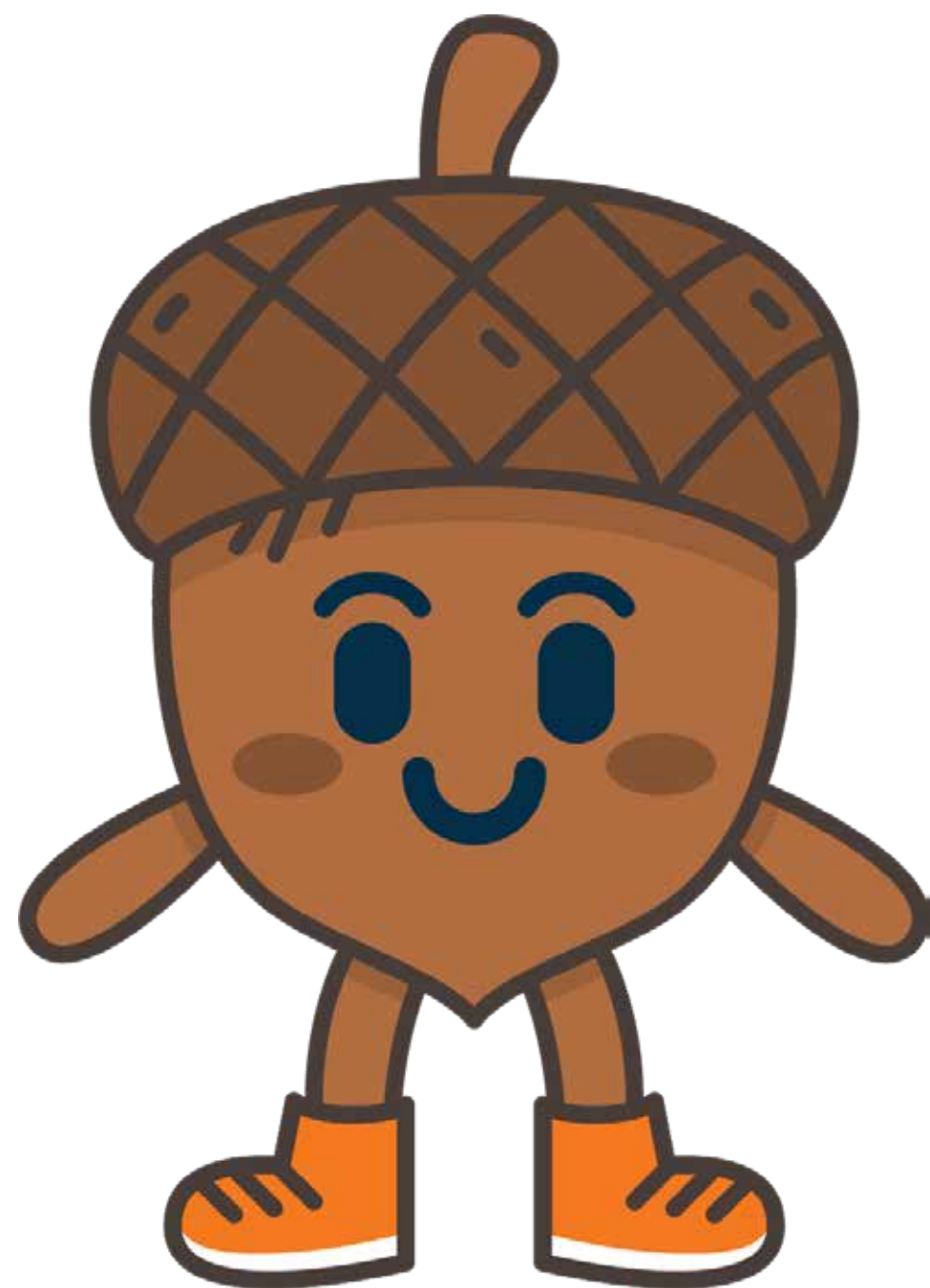
Initial Concept



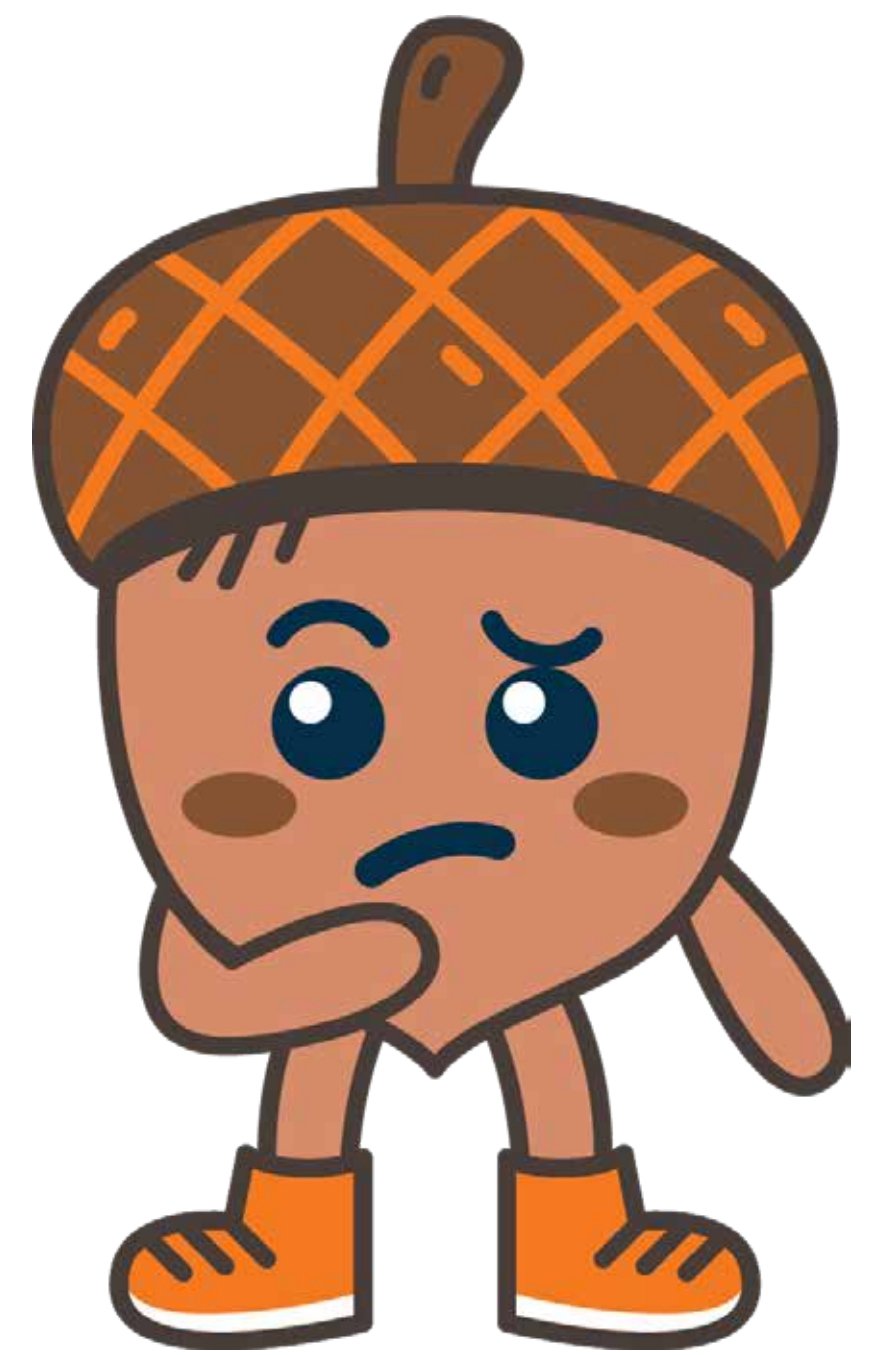
Detail Test



Shape / Branding Test



Eye / Color Explorations



Final Mascot



www.katkiddocreative.com



www.behance.net/katkiddocreative



www.instagram.com/katkiddocreative



www.linkedin.com/in/cindy-tam



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